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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMM3114-MULTIMEDIA AND MANAGEMENT

(All sections / Groups)

07 MAR 2018
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages excluding cover page.
2. There are 5 questions. Answer ALL questions.
3. Please write all your answers in the Answer Booklet provided.

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Question 1 (20 Marks)

Explain four reasons why the study of multimedia and its application are important to marketing or management students like you. (20 Marks)

Question 2 (20 Marks)

a. State **True** or **False** for the following statement.

- i. Type size of a text is usually expressed in point. (1 Mark)
- ii. MIDI data is a digitized sound that stored in numeric form. (1 Mark)
- iii. The sound quality with sampling frequencies of 44.1 kHz is bigger in file size compare to an 11.02 kHz sampling frequencies. (1 Mark)
- iv. A typeface is a collection of characters of a single size and style belonging to a particular font family. (1 Mark)
- v. Sans Serif are traditionally used for body text because it help guide the reader's eye along the line of a text. (1 Mark)

b. Discuss the difference between bitmap images and vector images in the aspect as follows:

- i. the formation. (3 Marks)
- ii. the scalability. (3 Marks)
- iii. the file size. (3 Marks)
- iv. the capture ability of the reality object. (3 Marks)
- v. the output. (3 Marks)

Continued ...

Question 3 (20 Marks)

- a. State True or False for the following statement.
- i. In the animation presentation, kinematics is a study on the movement and motion structure that have joints. (1 Mark)
 - ii. The animation build with 60 entire frames per second is much clearer than an animation build with 24 entire frame per second. (1 Mark)
 - iii. The animation build with 60 entire frames per second is much smaller than an animation build with 24 entire frame per second. (1 Mark)
 - iv. In animation presentation, inverse kinematics is used to showcase the effect of an image that transforms into another presentation. (1 Mark)
 - v. JPG98a is an example of animation file format. (1 Mark)
- b. Figure 1 shows a mobile projector. The size of this mobile projector is 104mm x 105.3mm x 36.5mm, it is sized to fit in a laptop bag.

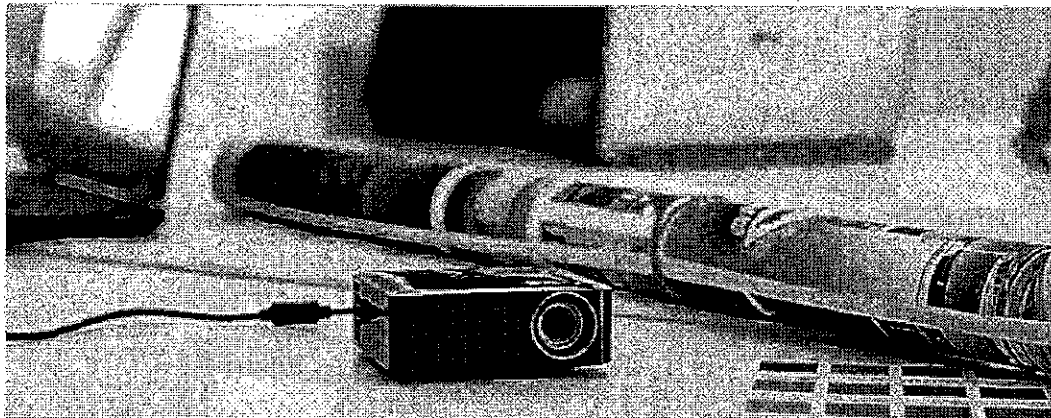


Figure 1

If you are a part of the marketing promotion and presentation team, what 3 aspects would you consider before purchasing this mobile projector? Please justify the consideration. (15 Marks)






Continued ...

Question 4 (20 Marks)

Table 1

TOPIC/TASK	Month													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Analyse the idea to develop the website.	■													
Research the idea to develop the website		■	■	■										
Design the outlook prototype of the website					■	■	■	■	■	■				
Writing the user manual											■			
Testing with the expected public audience												■	■	
Testing with the development staff														■

- a. Table 1 show the Gantt chart of a website development project. Identify the possible errors in the Gantt chart and draw the correct Gantt chart. (15 Marks)
- b. State True or False for the following description.

Bil.	Icon	Description	True or False
i.		Attribution	(1 Mark)
ii.		Attribution + Derivatives	(1 Mark)
iii.		Attribution + Share Alike	(1 Mark)
iv.		Attribution + Commercial	(1 Mark)
v.		Attribution + Non-commercial + Derivatives	(1 Mark)

Continued ...

Question 5 (20 Marks)

- a. The multimedia development process consists of several team members which comes from all areas of multimedia technology. Explain the role for each team members.
- i. Multimedia Designer. (2 Marks)
 - ii. Audio Specialist. (2 Marks)
 - iii. Writer. (2 Marks)
 - iv. Multimedia Programmer. (2 Marks)
- b. If you are a project leader. Suggest 4 rule and regulations that able to accurately predict the time, resources and budget needed to complete a multimedia project. Please justify accordingly. (12 Marks)

End of Page